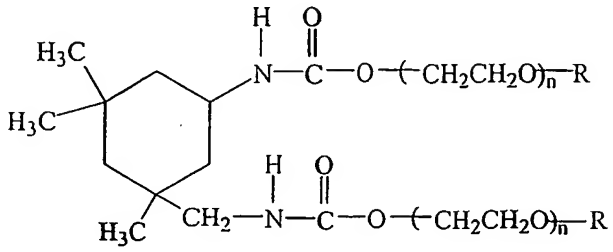
What is claimed is:

1. A personal care product comprising a substantially solubilized fatty ethoxylated dimeric urethane of the formula:



where n is a whole number from about 50 to 120;
R is a C_{12}-C_{24} alkyl or alkenyl group; and
wherein the fatty ethoxylated dimeric urethane comprises about 0.5% to about 10% of the personal health care product on a weight percentage basis and the viscosity of the personal health care product ranges from about 500 to about 500,000 cps.

2. The personal care product of claim 1, wherein the personal care product is a shampoo, n is a whole number from about 70 to 100, and the fatty ethoxylated dimeric urethane comprises about 1% to about 5% of the personal health care product on a weight percentage basis.

3. The personal care product of claim 1, wherein the personal care product is an emulsion, n is a whole number from about 70 to 100, and the fatty ethoxylated dimeric urethane comprises about 1% to about 5% of the personal health care product on a weight percentage basis.

4. The personal care product of any of claims 1-3, wherein the personal care product comprises one or more anionic, cationic, amphoteric or nonionic surfactants.

5. The personal care product of any of claims 1, 4 or 5 wherein the fatty ethoxylated dimeric urethane is made by reacting an ethoxylated fatty alcohol with isophorone diisocyanate in an approximately 2:1 molar ratio of ethoxylated fatty alcohol to isophorone diisocyanate, wherein the ethoxylated fatty alcohol has the formula

2 R-O(CH_2-CH_2O)$_x$—H

where x is a whole number from about 50 to 120 and R is a C_{12}-C_{24} alkyl or alkenyl group, and wherein the ethoxylated fatty alcohol and isophorone diisocyanate react in the presence of heat and either an amine or tin catalyst, at a temperature of between about 80° C to about 120° C, and at approximately atmospheric pressure.

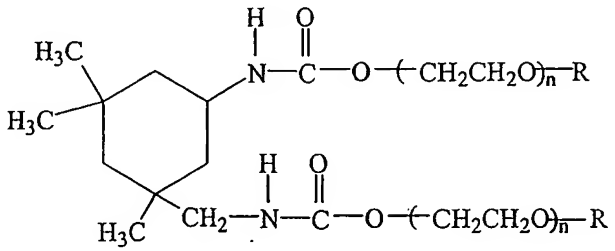
6. The personal care product of claim 5, wherein the fatty ethoxylated dimeric urethane is solubilized by the addition of one or more surfactants.

7. The personal care product of claim 5 or 6, wherein the fatty ethoxylated dimeric urethane contains from about 130 to about 200 moles of ethylene oxide.

8. The personal care product of any of claims 5-7, wherein the ethoxylated fatty alcohol is a C_{14} to C_{22} alcohol.

9. The personal health care product of any of claims 5, 6, or 8 wherein n is 75 or 100.

10. A method comprising increasing the viscosity of a personal care product by solubilizing into the personal health care product a fatty ethoxylated dimeric urethane of the formula :

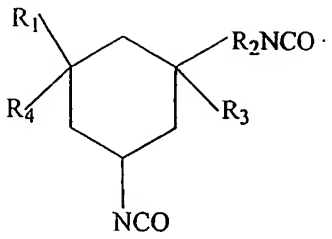


where n is a whole number from about 50 to 120;
R is a C_{15}-C_{24} alkyl or alkenyl group; and
wherein the fatty ethoxylated dimeric urethane comprises about 0.5% to about 10% of the personal health care product on a weight percentage basis and the viscosity of the personal health care product ranges from about 500 to about 500,000, preferably about 5,000 to 150,000 cps.

11. A personal care product comprising a fatty ethoxylated dimeric urethane made by reacting an ethoxylated fatty alcohol with a diisocyanate in an approximately 2:1 molar ratio of ethoxylated fatty alcohol to diisocyanate, wherein: the ethoxylated fatty alcohol has the formula

2 R-O(CH_2-CH_2O)$_x$—H,

the diisocyanate has the formula



wherein x is a whole number from about 50 to 120;

R is a C_{15}-C_{24} alkyl or alkenyl group; and

R_1, R_2, R_3 and R_4 are the same or different and are a C_1 to C_7 alkyl or alkenyl group.

12. The personal care product of claim 11, wherein the fatty ethoxylated dimeric urethane contains from about 75 to about 150 moles of ethoxylation.

13. The personal care product of claim 11 or 12, wherein the product viscosity is between about 10,000 and 15,000 cps.

14. The personal care product of claim 11 or 12, wherein the product viscosity is between about 10,000 and 15,000 cps and the concentration of the fatty ethoxylated dimeric urethane is approximately 5% to 10% by weight of the product.

15. The personal care product of any of claims 11-14, wherein the product comprises a surfactant that solubilizes the fatty ethoxylated dimeric urethane.

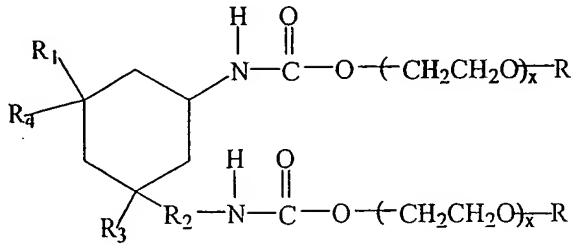
16. The personal care product of any of claims 1-15 which exhibits stability at a pH ranging from about 1.0 to about 13.0.

17. The personal care product of any of claims 1-15 which exhibits stability at a pH ranging from about 2.0 to about 12.0.

18. The personal care product of any of claims 1-15 which exhibits stability at a pH ranging from about 3.0 to about 11.0.

19. The personal care product of any of claims 11-18 wherein said diisocyanate is isophorone diisocyanate.

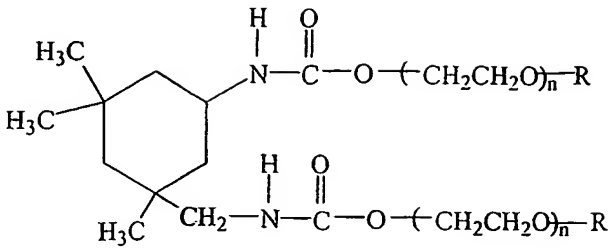
20. A personal care product comprising a substantially solubilized fatty ethoxylated dimeric urethane of the formula:



(II)

where x is a whole number from about 50 to 120; n is a whole number from 50 to 120, preferably about 70 to 100, more preferably about 65-70, and most preferably about 70;
R is a C_{12}-C_{24} alkyl or alkenyl group; and
R_1, R_2, R_3 and R_4 are the same or different and are a C_1 to C_7 alkyl or alkenyl group, wherein the fatty ethoxylated dimeric urethane comprises about 0.05% to about 10% of the personal health care product on a weight percentage basis and the viscosity of the personal health care product ranges from about 500 to about 500,000 cps, preferably about 5,000 to about 150,000 cps.

21. A fatty ethoxylated dimeric urethane of the formula:



where n is a whole number from about 50 to 120; and
R is a C_{12}-C_{24} alkyl or alkenyl group.

22. A composition comprising the dimeric urethane of claim 21 and an amount of water effective to solubilize said urethane to produce a solution.

23. The composition according to claim 22 wherein said solution is visually clear.

24. The composition according to any of claims 21 through 23 wherein said composition further comprises an effective amount of a surfactant.

25. A method of increasing the viscosity of a personal care product composition comprising including in said personal care product composition an effective amount of said dimeric urethane of claim 21, wherein the viscosity of the personal care product composition, after the addition of said dimeric urethane ranges from about 500 to about 2,000,000 cps.

26. The method according to claim 25 wherein said dimeric urethane comprises about 0.5% to about 10% by weight of said personal care product composition.

27. The method according to claim 25 or 26 wherein said viscosity ranges from about 500 to about 500,000 cps.

28. The method according to any of claims 25-27 wherein said viscosity ranges from about 500 to about 150,000 cps.

29. The personal care product according to any of claims 1-9 wherein n is 75.

30. The personal card product according to any of claims 1-9 wherein n is 100.

31. The method according to claim 10 wherein n is 75.

32. The method according to claim 10 wherein n is 100.

33. The fatty ethoxylated urethane according to claim 21 wherein n is 75.

34. The fatty ethoxylated urethane according to claim 21 wherein n is 100.

35. The composition according to any of claims 22-24 wherein n is 75.

36. The composition according to any of claims 22-24 wherein n is 100.

37. The method according to any of claims 25-28 wherein n is 75.

38. The method according to any of claims 25-28 wherein n is 100.